

closed ended

aware of generics/no fills TTT TTT TTT TTT (20) 80%

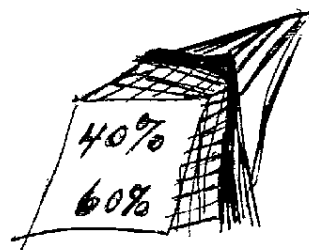
Tried generics/no fills TTT (5) 20%

bought generics/no fills 1 (1) 4%

unaware TTT (5) 20%

open ended

aware of lower price cigarettes TTT TTT (10)
not aware TTT TTT TTT (15)



ref. to the survey results 10/10/07

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